

# MISSOURI DIVISION OF TOURISM

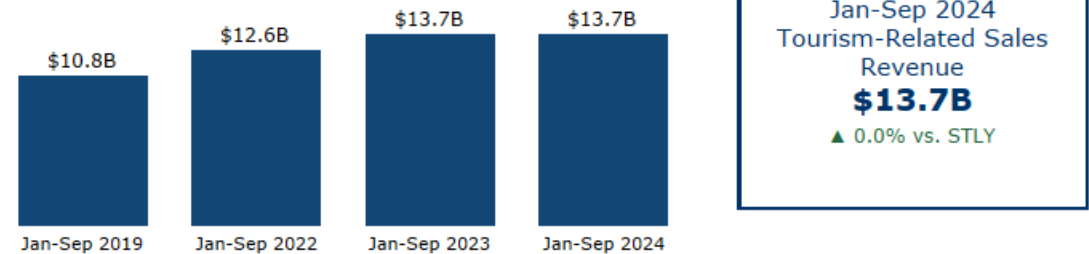
November Missouri Travel Barometer  
(Data available as of 12/10/2024)





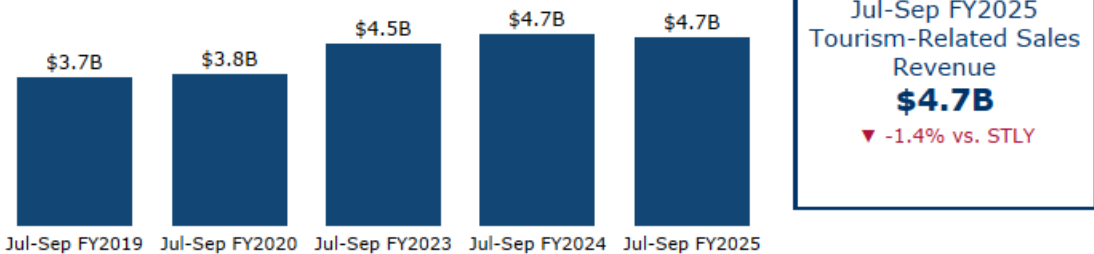
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year  
Calendar Year

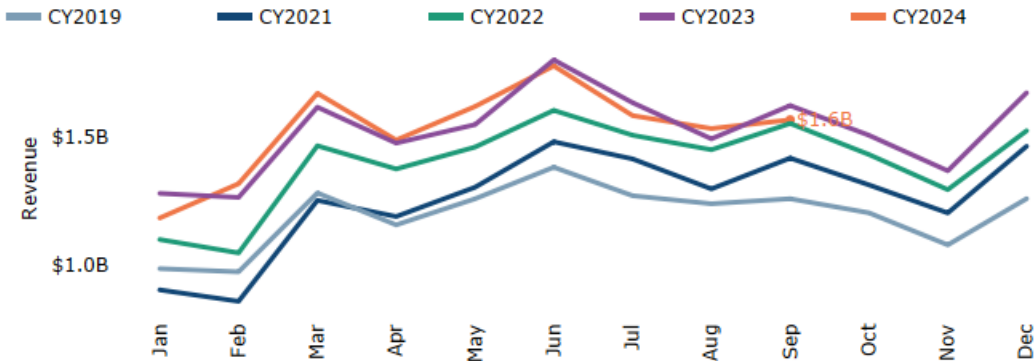


Fiscal Year-to-Date

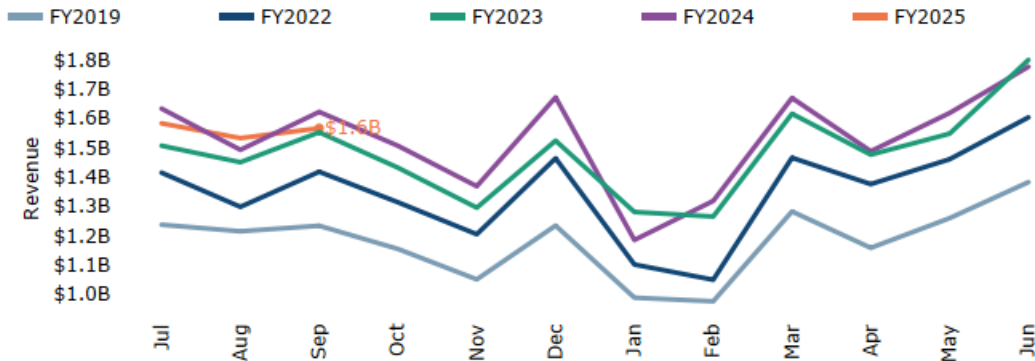
Tourism-Related Sales Revenue by Year  
Fiscal Year



Tourism-Related Sales Revenue by Month  
Calendar Year



Tourism-Related Sales Revenue by Month  
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year  
STLY = Same Time Last Year

Hotel Performance

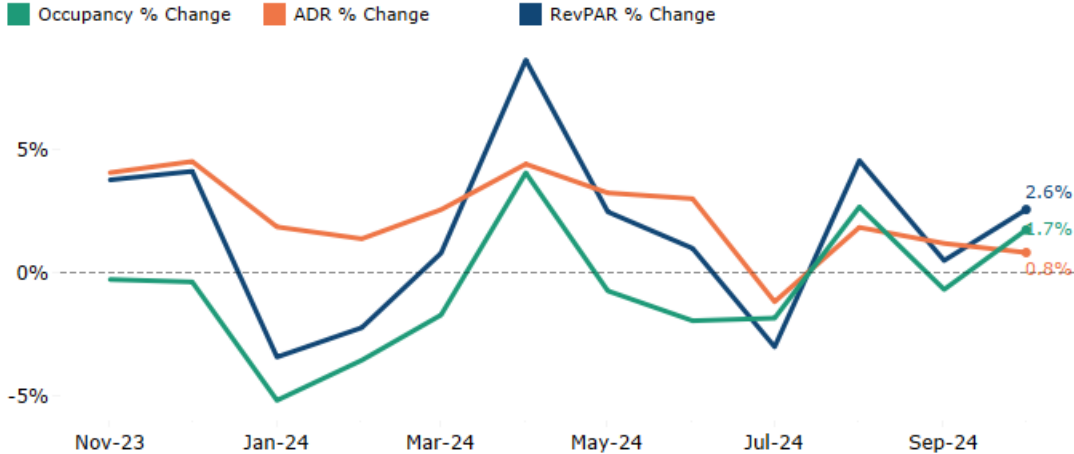
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Oct 2024	61.1%	\$125	\$76	3.4M	2.1M	\$256.9M
Change vs. Previous Year	▲ 1.7%	▲ 0.8%	▲ 2.6%	▼ 0.3%	▲ 1.4%	▲ 2.2%
Year-to-Date	57.5%	\$122	\$70	32.8M	18.9M	\$2.3B
Change vs. Previous Year	▼ 0.6%	▲ 1.9%	▲ 1.3%	▼ 0.4%	▼ 1.0%	▲ 0.9%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Oct 2024	36.8%	\$198	\$73
Change vs. Previous Year	▼ 5.7%	▲ 10.2%	▲ 3.9%
Year-to-Date	37.1%	\$213	\$79
Change vs. Previous Year	▲ 1.6%	▲ 6.7%	▲ 8.4%

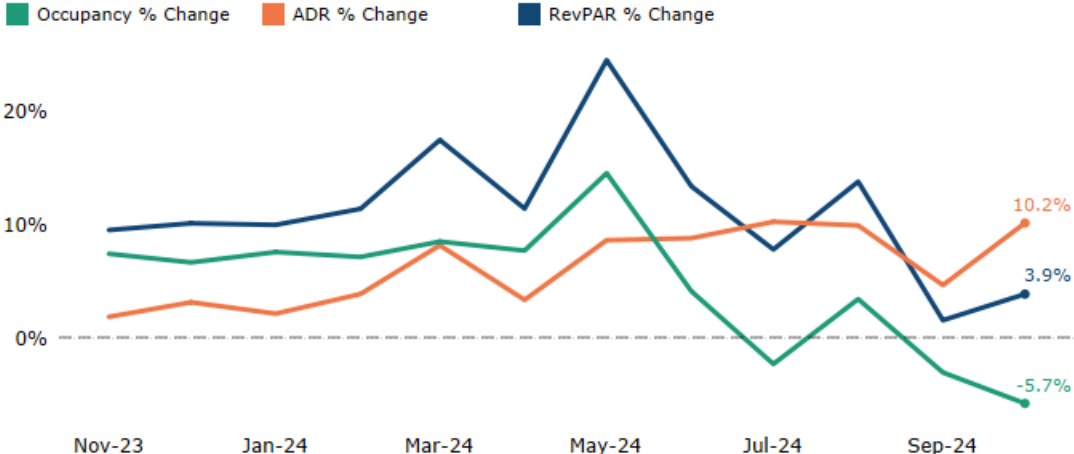
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

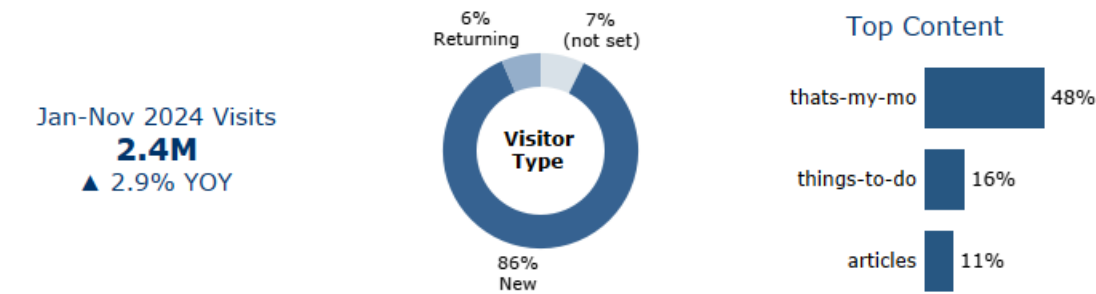


Source: STR  
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

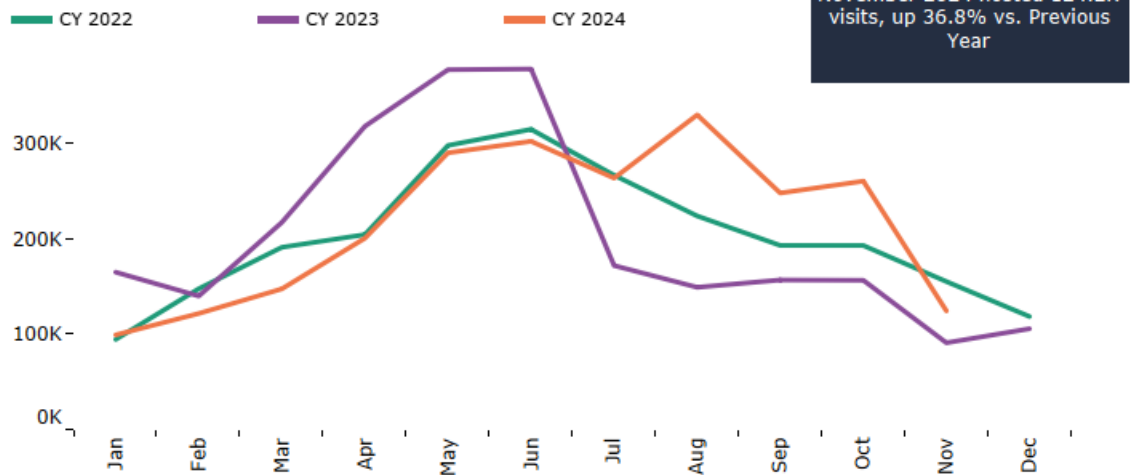
Source: KeyData  
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



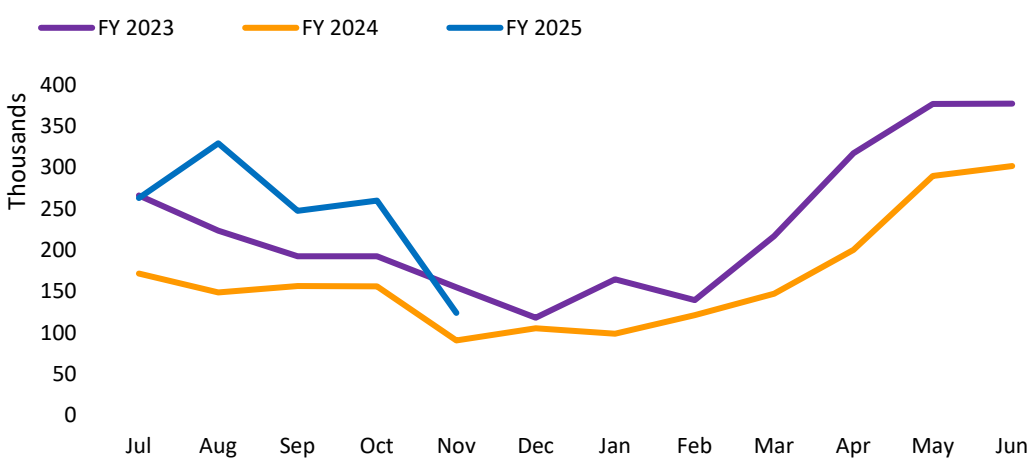
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

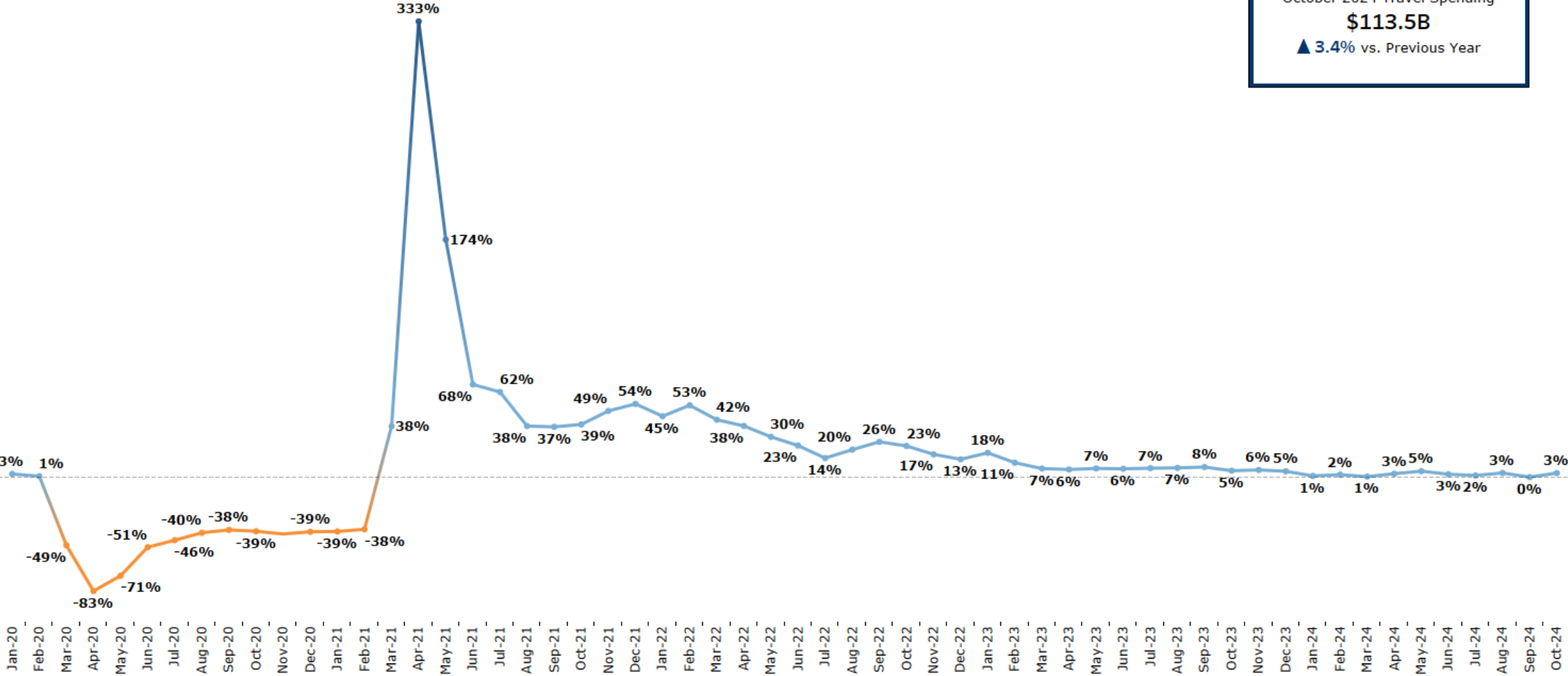


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in the U.S.  
% Change from the same month in Previous Year

October 2024 Travel Spending  
**\$113.5B**  
▲ 3.4% vs. Previous Year





Travel Guide Fulfillment

Nov 2024  
**919**  
▼ -83.9% vs. STLY

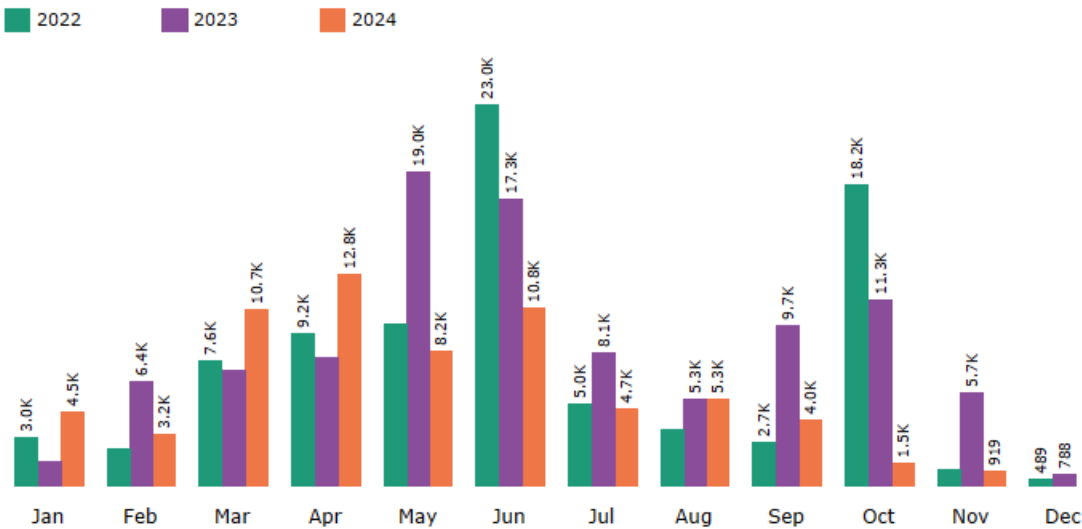
Jan-Nov 2024  
**66.5K**  
▼ -33.0% vs. STLY

Welcome Center Visits

Nov 2024  
**24.5K**  
▼ -17.8% vs. STLY

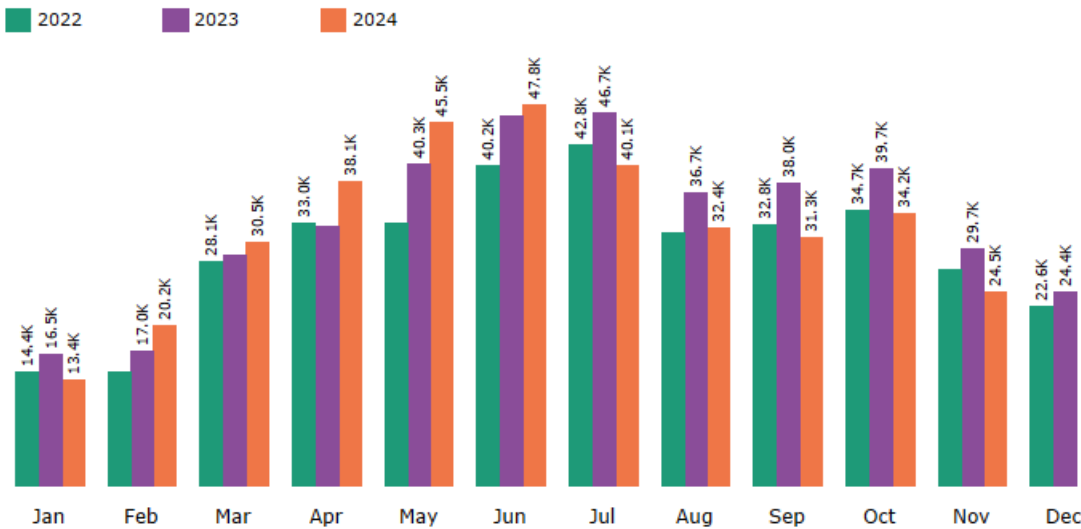
Jan-Nov 2024  
**357.9K**  
▼ -3.9% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

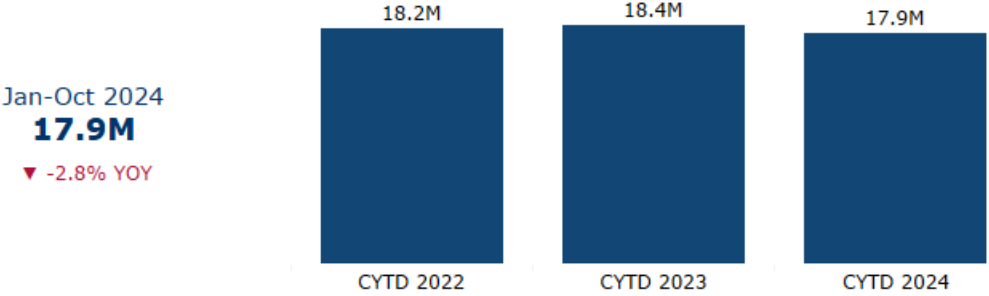


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

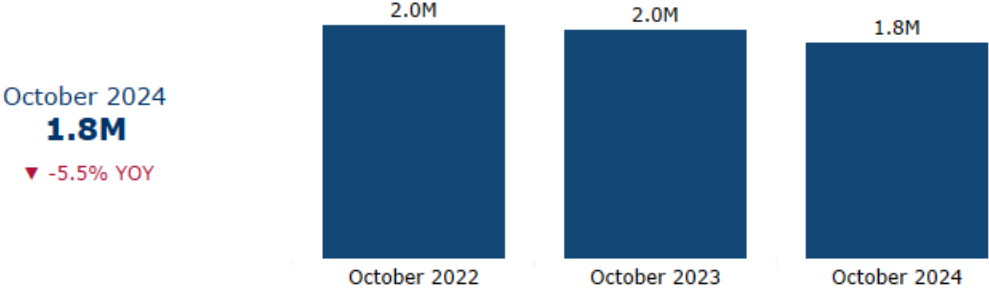
Welcome Center Visits by Month



### Calendar Year-to-Date Visitation

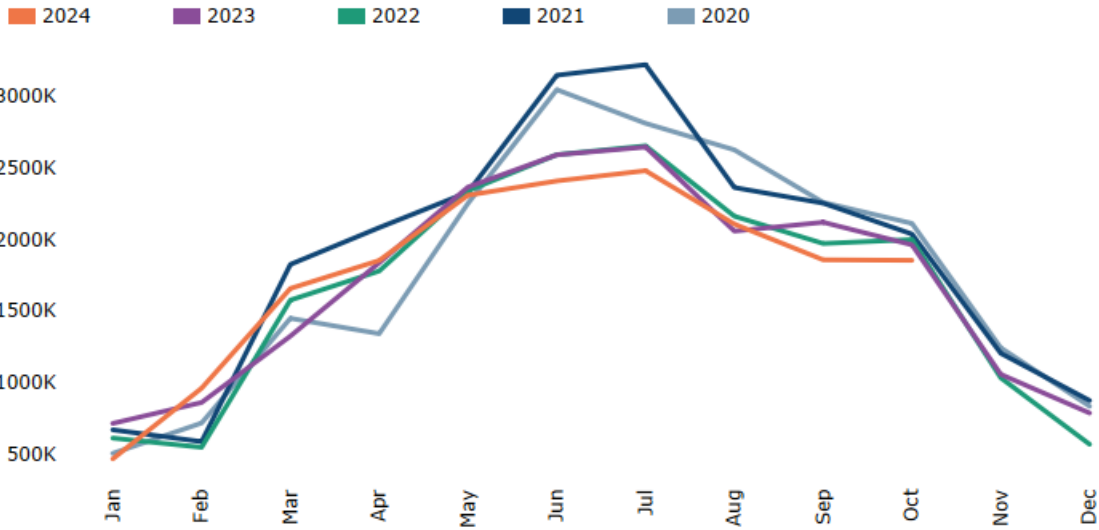


### Monthly Visitation



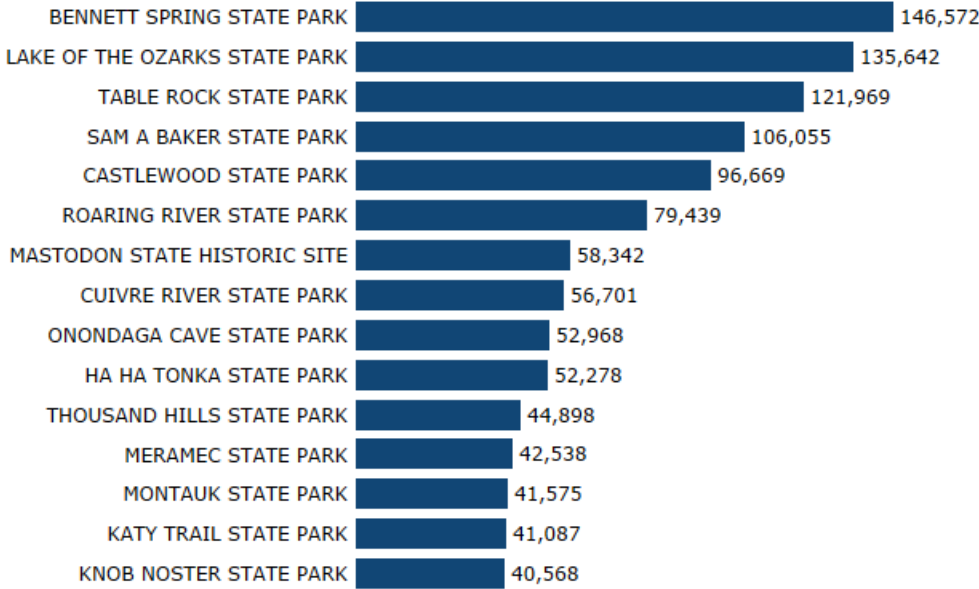
### State Parks Visitors by Month

All Missouri State Parks

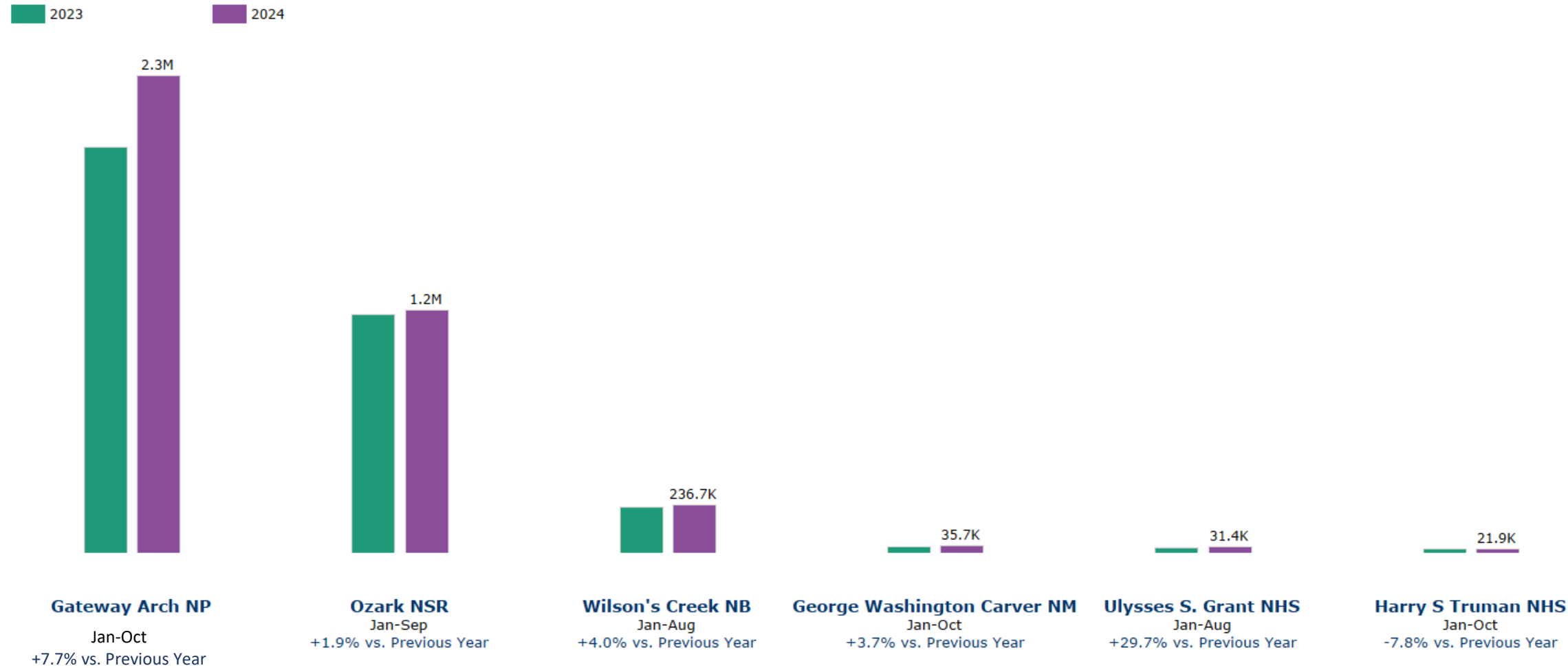


Note: Monthly state park data collection started in September 2019

### Most Visited Missouri State Parks in October 2024



Attendance by Park



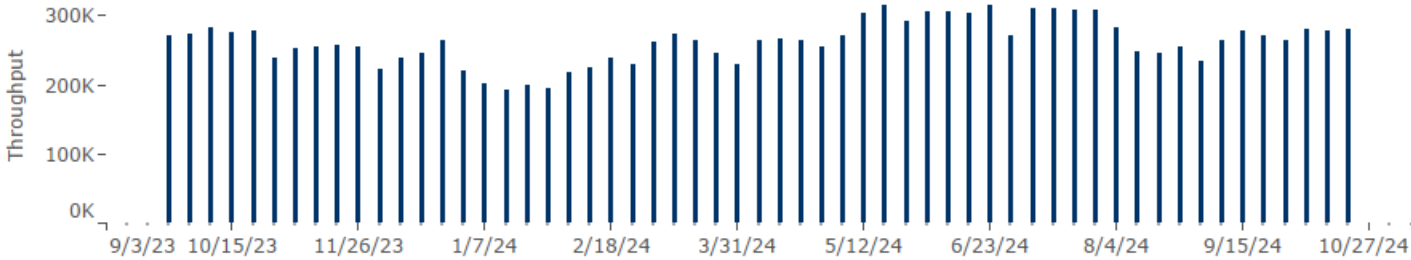


Missouri Throughput by Airport  
October 2024

Month: October 2024      State: Missouri      Compare to: Previous Year      Report Type: Year-to-Date

Throughput by Week

State: Missouri; Airport: All



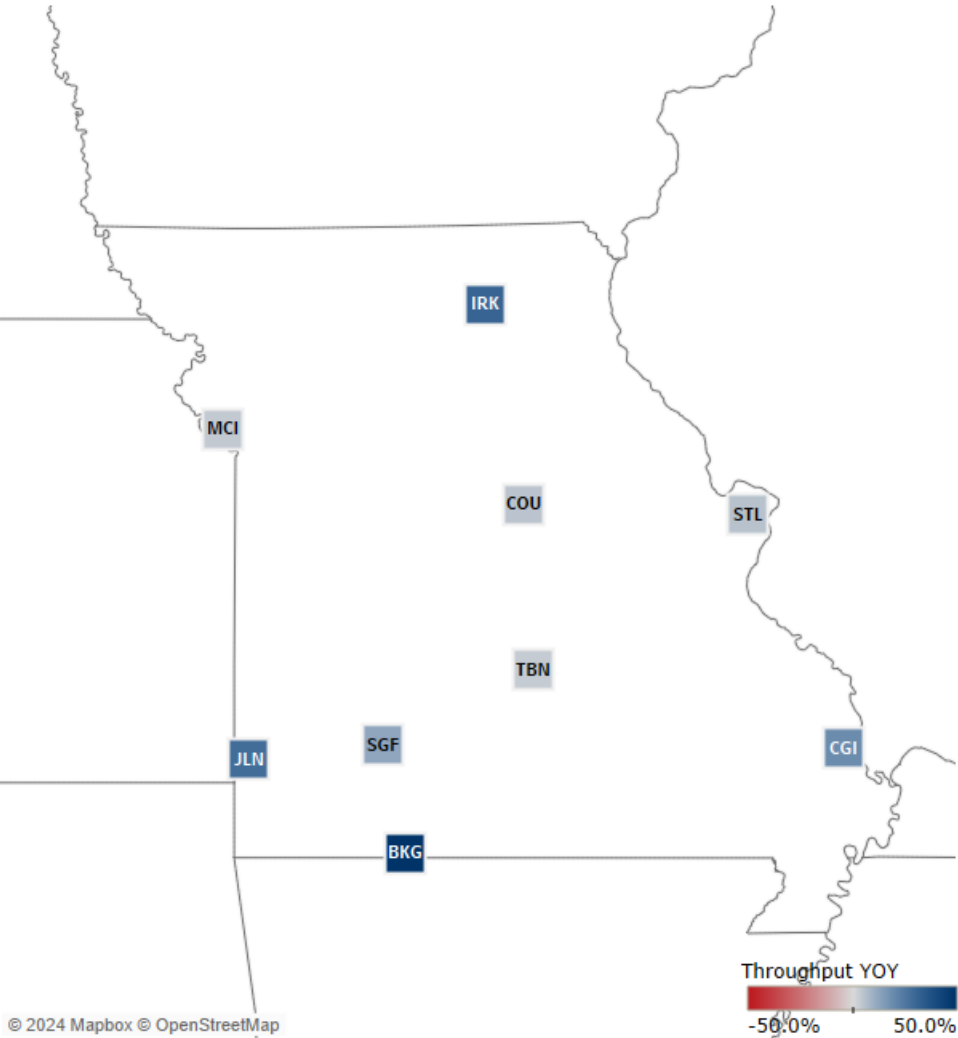
Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
All Airports	8%	6%	4%	5%	1%	-1%
St. Louis Lambert International	10%	6%	4%	6%	2%	-1%
Kansas City International	6%	4%	3%	3%	-1%	-1%
Springfield-Branson National	11%	15%	11%	13%	9%	4%
Columbia Regional	8%	8%	3%	6%	15%	11%
Joplin Regional	6%	28%	51%	56%	59%	52%
Cape Girardeau Regional	42%	18%	11%	24%	1%	36%
Waynesville-St Robert Regional Forney Field	27%	12%	25%	13%	1%	9%
Kirksville Regional	27%	65%	100%	54%	48%	23%
Branson Airport				-100%	-100%	-100%

Map View of Airports

October 2024 Year-to-Date, % change relative to 2023  
Click on airports to sort Throughput by Week chart



# Airport Throughput by State

October 2024

Month  
October 2024

Primary State  
Missouri

Comparison State 1  
Illinois

Comparison State 2  
Tennessee

Compare to  
Previous Year

Report Type  
Month



MOM  
▲ 1.9%

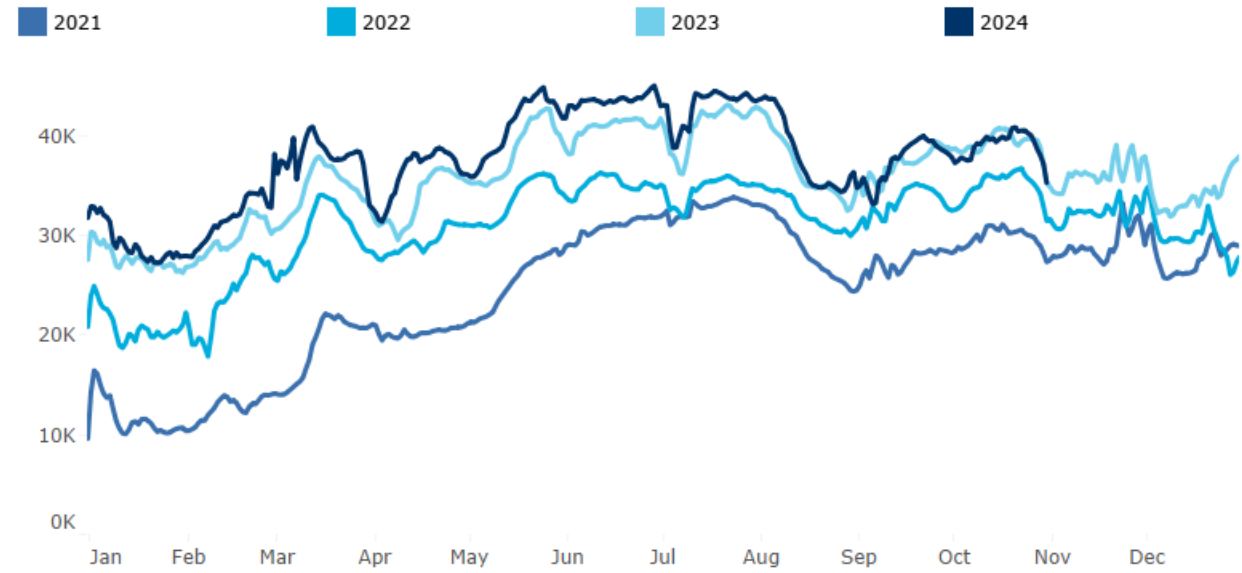
October 2024 YOY  
▼ -0.6%

October 2024 vs. 2019  
▲ 1.1%

Month YOY vs. Previous Year  
▼ -0.6%

## Throughput: Missouri

7 day moving average trend



## Competitive Set Throughput

Last 6 months, vs the same months in 2023

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
Missouri	+8%	+6%	+4%	+5%	+1%	-1%
Illinois	+10%	+7%	+8%	+9%	+5%	+3%
Tennessee	+8%	+8%	+7%	+10%	+4%	+1%
USA	+8%	+6%	+5%	+5%	+2%	+1%

## Throughput by State of Departure

October 2024 Month vs the same time period in 2023 (Click to filter)

